

EVENT FLASH REPORT SUMMARY

Event: Brad Paisley
Date: Thursday, February 15, 2018
Time(s): 7:00 PM
VENUE: Grossinger Motors Arena
CITY: Bloomington, IL
 RENTAL____ SELF PROMOTE____ CO-PROMOTE__X____

Gross Sales	\$ 204,546.69
Net After Amusement Tax	\$ 196,936.26
Tickets Sold:	4762
Comp Tickets:	1009
Total Tickets:	5771
Actual Attendance (Drop):	5183



Net Estimated Profit / (Loss)	\$ (38,068.55)
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Event Revenues

Event Rental & Net Co-Pro Profit (Loss)	\$ (1,288.49)	
Net Ticket Rebates, Facility Fees & Parking Fees	\$ 25,821.32	Per Cap
Net Food & Beverage Revenue	\$ 61,942.78	\$ 11.95
Reimbursed Event Expenses	\$ -	
Net Merchandise Commissions	\$ 4,681.52	
Other Event Revenues	\$ 4,295.69	
Total Event Revenues	\$ 95,452.82	

Event Expenses

Amusement Taxes Paid	\$ 7,610.43
Event Production Expense (stagehands/equip)	\$ 27,164.80
Event Staffing (ushers, security, ticket sellers)	\$ 14,329.00
Police/EMT/First Aid	\$ 2,435.00
Event Advertising & Promotions	\$ 39,658.04
Catering Expense	\$ 12,570.00
Food & Beverage Expense*	\$ 28,955.61
Credit Card Fees	\$ 763.49
Other Event Expenses	\$ 35.00
Total Event Expenses	\$ 133,521.37

Net Estimated Profit / (Loss)	\$ (38,068.55)
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* Based on Estimated Cost of Goods Sold for Product, Labor and Commissions

Executive Director Comments

The last two shows Brad Paisley played in Bloomington were sold out - 2010 and 2016.
 We definitely expected a sell-out for this performance, especially considering the strong openers that were playing in front of him. The show was spectacular and the crowd enjoyed all four acts.